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MEDIA ADVISORY

CONFLUENCE'S RELAUNCHED WEB SITE SHOWS ITS TECH INNOVATION, UNIQUE MARKET POSITION

May 15, 2008, PITTSBURGH, PA— Confluence, a global leader in fund administration automation, today relaunched its Web site (<http://www.confluence.com>) to articulate its unique position in fund administration.

The site offers a sleek, clean design that allows fund administrators, with minimal clicks and intuitive search capabilities, to find information about:

- Confluence and its Unity™ platform, the global investment industry's only unified fund administration platform, organized in a comprehensive resource center with easy download features.
- Professional services and hands-on training that helps empower success.
- Recent news highlights, featuring the latest developments from Confluence.
- The company, its leadership, and its track record of success.
- Customer success stories.

About Confluence

Founded in 1991, Confluence is a global leader in fund administration automation. Confluence helps investment management companies gain unprecedented control by automating every step of the fund administration process—including the collection, creation, confirmation, and delivery of investment product data—while maintaining control of the process. Results are lower costs, reduced risk, decreased reporting turnaround times, and the scalability to automate more processes without additional resources. Confluence solutions are used by 40 percent of the leading global investment managers, and more than 60 percent of US mutual funds. Unity™, the Confluence platform, addresses a wide range of problems from performance measurement to customized reporting for a full array of domestic and international managed investment products, including mutual funds, funds of funds, collective funds, separate accounts, and variable products, as well as hedge funds and other alternative investments. Major fund companies such as T. Rowe Price and service providers such as Bank of New York rely on Confluence. Headquartered in Pittsburgh, PA, Confluence serves the international fund industry with key locations in London and Luxembourg. For more information, visit www.confluence.com or e-mail info@confluence.com.

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